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PRELIMINARY REPORT ON DEPARTMENT STORE SALES, SEPTEMBER, 1942

Canadian department store sales in September, 1942 were 12 per cent greater than in September, 1941, and 22 per cent above the preceding month of August. Unadjusted indexes (on the base, 1935-1939 = 100) stood at 154.6 for September, 1942, 126.7 (x) for August, 1942, and 138.6 for September, 1941. Sales in the first nine months of this year averaged 13 per cent higher than in the January to September period in 1941.

The adjusted index of sales, which takes into account differences in number of business days and seasonal variations, stood at 152.4, slightly lower than the 154.3 (x) recorded in August of this year and up 12 per cent over the index of 136.6 in September of last year.

INDEXES OF THE DOLLAR VALUE OF DEPARTMENT STORE SALES, 1935 - 1939 = 100

	<u>1941</u> <u>September</u>	<u>July</u>	<u>1942</u> <u>August</u>	<u>September</u>
Unadjusted indexes	138.6	112.6	126.7	154.6
Adjusted indexes (a)	136.6	145.4	154.3	152.4

Regional increases in dollar volume of department store sales in September this year compared with last are given below. Increases for the first nine months of this year over last are shown in brackets: Maritime Provinces, 13.4 per cent (15.1 per cent); Quebec, 18.3 per cent (15.6 per cent); Ontario, 13.2 per cent (11.6 per cent); Prairie Provinces, 3.4 per cent (10.2 per cent); British Columbia, 14.9 per cent (16.8 per cent).

DEPARTMENT STORE SALES IN CANADA BY SELECTED DEPARTMENTS

Gains of 20 per cent in sales of piece goods and stationery were the largest among those recorded by individual departments. Women's apparel sales were up 17 per cent by virtue of heavy demand for dresses, coats, suits and junior wear. Men's clothing recorded a gain of 14 per cent while footwear sales gained 10 per cent. Food sales were up by 6 per cent from September, 1941. A decline of 6 per cent in sales of household appliances was the only decrease among departmental results, other household lines recording increases ranging from 1 to 7 per cent.

DEPARTMENT STORE SALES IN OTTAWA

Sales of Ottawa department stores were 23 per cent higher in September this year than last.

Note: The sales indexes given in this bulletin are based on dollar volume of business transacted. No adjustments are made for price changes. The indexes do not reflect changes in the quantities of goods purchased.

(a) Adjusted to allow for differences in number of business days and for normal seasonal variations.

(x) Revised.

DEPARTMENT STORE SALES IN CANADA, BY SELECTED DEPARTMENTS

SEPTEMBER, 1941 AND SEPTEMBER, 1942

(Based on dollar sales of 19 firms)

	September 1941	September 1942	% Change, 1942/1941
TOTAL SALES .....	26,068,292	28,890,964	+ 10.8
1. Women's dresses, coats and suits .....	2,678,017	3,246,840	+ 21.2
2. Girls' and infants' wear .....	1,191,965	1,495,510	+ 25.5
3. Hosiery and gloves .....	1,120,762	1,175,453	+ 4.9
4. Lingerie and corsets .....	1,013,338	1,182,730	+ 16.7
5. Millinery .....	438,963	433,692	- 1.2
6. Women's and children's apparel -- (Total, 1-5) ..	6,451,045	7,534,225	+ 16.9
7. Men's and boys' clothing and furnishings .....	3,099,677	3,518,106	+ 13.5
8. Drugs and toilet articles and preparations .....	635,355	683,361	+ 7.6
9. Piece goods .....	2,006,438	2,406,720	+ 19.9
10. Smallwares .....	833,002	953,010	+ 14.4
11. Food and kindred products .....	2,061,049	2,192,258	+ 6.4
12. Furniture (including mattresses and springs) ....	1,575,167	1,678,974	+ 6.6
13. Home furnishings .....	1,895,868	1,962,676	+ 3.5
14. Household appliances and electrical supplies ....	942,315	886,231	- 6.0
15. Hardware and kitchen utensils .....	973,035	978,775	+ 0.6
16. Radios, musical instruments and supplies .....	384,815	411,848	+ 7.0
17. Shoes and other footwear .....	1,936,167	2,120,918	+ 9.5
18. Stationery, books and magazines .....	449,761	540,213	+ 20.1
19. All other departments, total .....	2,832,598	3,023,649	+ 6.7

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